

# THE BOSTON STORE.

## THE PRICES BECOME STARTLING!

Our Entire Stock of the Season's Best Products at Only a Part of their Actual Value.

**From Basement to Top Floor Every Stock Shall be Reduced Rapidly!**  
**We Will Not Stop at Anything; Losses Cannot be Considered.**

In viewing the present prostration of the country's commerce there appears to us to be but one wise course for the merchant to pursue, and that is to as speedily as possible force his stocks to the lowest limits. An early loss will most assuredly be the lighter loss. A deferred loss will as certainly be greater in a heavy shrinkage of the value of old merchandise, and a bad barrier in the way of sure approaching opportunities. Besides, if this policy should become general it would be one of the greatest factors in the more speedy bringing round a better and more hopeful view and in stimulation all along the line from the consumer to the producer. Good times are coming but we cannot do better than to hurry them along as fast as we can. The movement which we have commenced will be given constant and increasing force from day to day. Lots are now becoming broken and pieces shortened in many instances, and all such lots and pieces will be closed regardless of any value. Dress Goods will throw their short pieces and odd lots on improvised counters, near to their department. Cloaks will now begin to divide into lots as broken sizes compel further reductions. Underwear has many lots of broken sizes and these must be closed rapidly. Millinery will commence this week to close out as rapidly as possible and large reductions will be made in this department. We are determined to make as clean a sweep as possible of our entire stocks, wholesale and retail, and these tremendous reductions cover from basement to garret. No goods are held back, and the magnificent opportunity which such an opportunity presents to the public has never occurred before. New regulation of stock and many still deeper cuts in prices for this week. We will halt at no sacrifice, as we believe it the true policy under the present conditions. Be on hand promptly at 8 a. m.

### DRESS GOODS DEPT.

(COLORED.)

Improvised counters have been arranged, on which are thrown the enormous quantities of REMNANTS accumulated during the extraordinary crush of the past two weeks. These are marked at such prices as should close every piece of the great lots in a day or two. Extra sales people will be detailed for these counters.

46 inch Fine French Henriettas, French Whipcords, Diamontines, Bengalines, French Flannels, etc., and the entire stock of fine fashionable fabrics now retailing at 75c and 85c at 50c per yard.

Our entire stock of 1.00 goods including every piece of our vast importation for this season's trade for 66c per yard.

Fancy Novelties from \$1.25 to 86c per yard.  
 48 inch Georgette, Diagonals, Prunelles, etc., now retailing at \$1.50, \$1.75 and \$1.85 for 96c per yard.

Fancy Suit Patterns at one-half price.  
 English Henriettas, 36 inch, 16c, from 25c.  
 All Wool Camel's Hair Homespuns 16c, worth 35c.  
 36 inch Whipcords 16c, from 25c.

All Wool Henriettas, Hopsackings, Fancy Plaids, Stripes and Checks and every piece of our immense stock of 50c fine fashionable dress fabrics at 36c per yard.

### CLOAKS.

(NOT A GARMENT RESERVED.)

Ladies' finely braided Cloth Wraps that were 15.00 for 5.00.

Ladies' Fur Lined Coats, now 15.00, for 7.50.

Ladies' Coats, fur trimmed 15.00, for 7.50.

One lot Scotch Mixed Cloths with Capes now 15.00, for 8.75.

Ladies' Heather Mixed Coats 12.00, for 7.50.

50 fine Coats with full fur trimming now selling at 20.00 and 25.00 for 9.95. (Take choice.)

75 English Melton Coats, full silk lined and fur trimmed, 25.00 and 37.50, every one 10.00 each.

37 Coats, a mixed lot, some braided, some fur trimmed, and some jet trimmed, ranging from 20.00 to 32.00, for 12.50 each.

85 Ladies' Cloth Coats, brocaded and braided, with edging of fur trimming, were 30.00, for 15.00.

All Serge Suits 10.00, for 5.00.

Beaver Shawls from 6.00 to 3.98 each.

### BLACK DRESS GOODS

AND SILK DEPARTMENT.

25c Black Dress Goods..... for 17c  
 37 1-2c Black Dress Goods..... for 27c  
 50c to 62 1-2c Black Dress Goods..... for 37c  
 68c to 75c Black Dress Goods..... for 47c  
 80c to \$1.00 Black Dress Goods..... for 67c  
 \$1.25 to \$1.50 Black Dress Goods..... for 99c  
 \$1 Colored Velvets..... for 77c  
 \$1.25 Colored Velvets..... for 97c  
 \$1.50 Colored Velvets..... for \$1.17

### BLACK SILKS.

All makes 50, 55 and 58c..... for 39c  
 All makes 68 and 75c..... for 49c  
 All makes \$1..... for 69c  
 All makes \$1.25..... for 89c  
 All makes \$1.37 1-2..... for 99c  
 All makes \$1.50..... for 1.09

### COLORED SILKS.

29c quality..... for 15c per yard  
 50c quality..... for 39c per yard  
 75c quality..... for 59c per yard  
 1.00 quality..... for 79c per yard  
 1.25 quality..... for 89c per yard  
 1.50 quality..... for 1.19 per yard

### DRAPERY DEPT.

Nottingham Lace Curtains from 75c per pair to 59c.  
 " " " from 1.00 per pair to 75c.  
 " " " from 1.25 per pair to 98c.  
 " " " from 2.25 per pair to 1.50.  
 " " " from 3.00 per pair to 2.00.  
 " " " from 4.00 per pair to 2.75.  
 " " " from 5.00 per pair to 3.50.

### CHENILLE PORTIERES.

From 5.00 and 6.00 per pair to 3.75.  
 From 10.00 and 12.00 per pair to 7.75.  
 Spotted Swisses 10, 12 1/2, 15 and 20c.  
 Cretonnes 7 and 10c.  
 12 1/2 and 17c Silklines for 10c.  
 50 inch Tapestries from 50c to 39c.  
 Fur Rugs from 5.00 to 3.75.  
 Fur Rugs from 2.50 to 1.98.  
 Fur Rugs from 2.00 to 1.45.

### HOSIERY.

Ladies—50 and 62 1/2c Hosiery for 37 1-2c.  
 42c Fast Black, extra length, for 23c.  
 1.00 Fancy Hosiery for 25c.  
 1.25 and 1.50 Black Silk Hose for 85c.  
 25c Black Wool Hose for 18c.  
 25 and 37 1-2c Children's Hose for 23c.  
 37 1-2 Boys' Bicycle Hose for 21c.  
 15c All Ladies' Goods for 9c.  
 25c All Wool Socks for 19c.  
 Cotton Socks for 3c.  
 Men's all wool Overshirts from 62 1-2 and 75c to 42c.  
 1.25 Overshirts for 85c each.  
 1.50 Cardigan Jackets for 85c.

### MILLINERY.

We shall commence this week to close out all our Millinery Goods, Trimmed and Untrimmed Goods at sweeping reductions. The season is advancing and as in other departments we shall close to the lowest limits everything without regard to what we have paid for it. This will prove an opportunity never had on Millinery Goods.

### DOMESTICS.

Eider Downs—75c quality for 59c.  
 1.00 quality for 79c.  
 50c quality for 43c.  
 White Flannels—25c quality for 19c.  
 42c quality for 33c.  
 45c quality for 35c.  
 25c Shaker for 19c.

Cottons 4, 5, 6 and 7c per yard.  
 Pillow Cottons every yard reduced.  
 Sheetings every piece marked down.  
 Bed Spreads 50c, 55c, 69c, 79c, 95c.  
 Linens—25c Table Linens for 19c.  
 37 1-2c Table Linens for 29c.  
 32c Table Linens for 22c.  
 48c Table Linens for 35c.  
 58c Table Linens for 43c.  
 85c Table Linens for 65c.  
 1.25 Table Linens for 85c.  
 1.25 Very Select Goods for 1.00.  
 1.37 1-2 Fine Table Napkins for 1.10.  
 1.75 Fine Table Napkins for 1.33.  
 2.00 Fine Table Napkins for 1.65.  
 25c Fine Linen Towels for 19c.  
 37 1-2 Fine Linen Towels for 29c.  
 Crash Towellings 4, 5, 7, 8 1-2, 9 and 10 1-2c.  
 Cotton Flannels 5, 6 1/4, 6 1/2, 7, 9, 10, 11, 12 1/2c.

HANDKERCHIEFS—3c to 1c, 5c to 2c, 7c to 5c, 25c to 19c, 50c to 29c, etc.

RIBBONS—best quality all silk—No. 2 for 4c, 3 for 6c, 5 for 8c, 7 for 10c, 9 for 12 1/2c, 12 for 15—Satin, and Satin and Gros Grains.  
 All Laces and Embroideries at immense reductions.  
 Fur Trimmings, 25c goods for 17c, 25c goods for 19c, 50c goods for 37 1/2c.  
 Ribbon Velvets at reductions.  
 Muslin Underwear, Corsets, etc., reduced.

MILLINERY.—150 Trimmed Hats from 5.00 to 3.50. 200 Trimmed Hats from 3.50 to 2.00.

### UNDERWEAR.

Ladies—1.00 Combination Suits for 62 1/2c.  
 75c Fleece Jersey Ribbed for 45c.  
 1.00 Regular Made All Wool for 62 1/2c.  
 All our 50 and 62 1/2c Vests and Drawers, 25c.  
 75c White Union Suits for 48c.  
 1.50 Australian Wool Underwear for 1.10.  
 Gents—75c Merino Vests and Pants for 42c.  
 50c goods for 21c.  
 1.25 All Wool Underwear for 85c.  
 75c Jersey Ribbed Underwear for 39c.  
 1.50 Balbriggan will close for 69c.  
 Children's Underwear all reduced.

## SPECIAL NOTICE.

This week's sale will have many features even stronger than the great sale of the past two weeks. The times, to be sure, are extraordinary, but the sweeping character of this sale has stamped it without doubt as the greatest undertaking ever assumed by any mercantile house in this section of the country, and has carried enthusiasm and surprise to homes in this city and far beyond it. It is not a departmental sale, but a general sale of such a sweeping character as to make it the greatest benefit to every one. We shall for this week still maintain the enormous reductions throughout our establishment, and have added very strong attractions, by taking the vast lots of remnants and broken lots and making them at still greater reductions. These cannot last but a day or two and ladies from the city and adjacent to it should make strong efforts to attend the sale as near to the opening hour as possible. We have made preparations for the greatest crowd yet, and arrangements have been made by the Security Parcel Delivery Co. of this city for the prompt delivery of all packages.

EVERYTHING STRICTLY AS REPRESENTED.

# TRANKLA, JAMIESON & CO.

THE BOSTON STORE.